

supply etc. are already in existence for providing protection and welfare to the different categories of workers. These labour laws are reviewed periodically and amended whenever considered necessary.

Besides, a number of welfare measures like raising of bonus ceilings, introduction of DA slabs in PSUs, revision of minimum wages in Scheduled employments in the Central Sector, and introduction of a Pension Scheme for E.P.F. subscribers etc. have been undertaken in the recent past. Two Bills to replace the Building and other Construction Workers (Regulation of Employment and Conditions of Service) Ordinance and the Building and Other Construction Workers' Welfare Cess Ordinance have also been introduced in Lok Sabha during the current session of Parliament. These Bills seek to provide protection and Welfare to building and construction workers in the country. Another Bill to replace the E.P.F. and M.P. (Amendment) ordinance 1996 enabling the Central Government to frame the Pension Scheme is already before the Rajya Sabha.

#### Supply of Wheat to Bread Manufacturers

2578. SHRI SANTOSH KUMAR GANGWAR : Will the Minister of FOOD be pleased to state :

(a) whether wheat is made available on concessional rates to various bread manufacturers in the country;

(b) is so, the details thereof, alongwith the price thereof;

(c) the number of bread manufacturers to whom wheat was made available during the last three years;

(d) whether this facility is provided to all the bread manufacturers; and

(e) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF FOOD AND MINISTER OF CIVIL SUPPLIES, CONSUMER AFFAIRS AND PUBLIC DISTRIBUTION (SHRI DEVENDRA PRASAD YADAV) : (a) and (b) Wheat is supplied from Central pool at a concessional rate of Rs.3020 per MT i.e. Rs.1000/- per MT less than the Central Issue Price for Public distribution system to Modern Food Industries (INDIA) Ltd. (MFIL) since October, 1994 and its franchised units since February, 1995 for bread manufacturing subject to stipulated reduction in prices of bread. A quantity of 1.50 lakh MT wheat for bread manufacturing had been earmarked for one year since October, 1994. Subsequently, a quantity of 2358 MT wheat per month was allowed to be issued to the franchised units of MFIL at par with MFIL. The Scheme has been extended upto 31.10.96.

(c) Wheat is being made available at concessional rate only to MFL and its franchised units.

(d) No, Sir.

(e) There are nearly 65,000 bread manufacturing units spread all-over the country. Subsidy involved in allocating wheat to all the units will be very high and the Govt. is not able to spare financial resources at present. In addition, the Govt. does not have any mechanism to monitor proper utilisation of wheat by these units and to ensure the corresponding reduction in prices to the consumer.

#### Amount allocated for promotion of tourism

2579. DR. BALIRAM : Will the Minister of TOURISM be pleased to state the amount sanctioned by the Union Government to Uttar Pradesh for promotion of tourism during the Eighth Five Year Plan; Year-wise?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND MINISTER OF TOURISM (SHRI SRIKANTA JENA):

The details of central financial assistance sanctioned during the first four years of the Eighth Five Year Plan i.e., 1992-93, 1993-94, 1994-95 and 1995-96 to the State Government of Uttar Pradesh for development/promotion of tourism are given as under :-

Year	Amount Sanctioned (Rs. In Lakhs)
1992-93	97.34
1993-94	151.04
1994-95	223.80
1995-96	26.21

[English]

#### Advertising Industry

2580. SHRI KRISHAN LAL SHARMA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether a quarter of the population comprising children below 14 years is the main target of country's advertising industry;

(b) whether the Government have declared any guidelines for the advertising industry in the interest of the vulnerable section of the population and protect them from the evil effects of advertisement; and

(c) if so, the details thereof?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM) : (a) No, Sir.

(b) and (c). Yes, Sir. All India Radio and Doordarshan are governed by their own codes for commercial advertising. The relevant portions of these codes relating to children are given in the attached *statement*. All India Radio and Doordarshan ensure that the advertisements broadcast/telecast by them do not violate these codes.

### STATEMENT

#### All India Radio :

18. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.
19. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.

#### Doordarshan

22. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.
23. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.
24. Any advertisement which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted, e.g. playing in the middle of the road, leaning dangerously out of a window, playing with match boxes and other goods which can cause accidents.
25. Children shall not be shown begging or in an undignified or indecent manner.

12.00 hrs.

### PAPERS LAID ON THE TABLE

**Annual Report and Review by the Govt. of the working of National Backward Classes Finance Development Corporation, New Delhi for 1993-94 alongwith statement showing reasons for delay in laying these papers etc.**

THE MINISTER OF WELFARE (SHRI BALWANT SINGH RAMOOWALIA) : Sir, I beg to lay on the Table

- (1) A copy each of the following papers (Hindi and English versions) under sub-section (1) of

section 619A of the Companies Act, 1956:-

- (i) Review by the Government of the working of the National Backward Classes Finance and Development Corporation, New Delhi, for the year 1993-94.
  - (ii) Annual Report of the National Backward Classes Finance and Development Corporation, New Delhi, for the year 1993-94, alongwith Audited Accounts and comments of the Comptroller and Auditor General thereon.
- (2) Statement (Hindi and English versions) showing reasons for delay in laying the papers mentioned at (1) above.  
[Placed in Library, See No.- LT-227/96]
  - (3) A copy of the Detailed Demands for Grants (Hindi and English versions) of the Ministry of Welfare for the year 1996-97.  
[Placed in Library, See No.- LT-228/96]
  - (4) (i) A copy of the Annual Report (Hindi and English versions) of the Rehabilitation Council of India, New Delhi for the years 1993-94 and 1994-95, alongwith Audited Accounts.  
(ii) A copy of the Review (Hindi and English Versions) by the Government of the working of the Rehabilitation Council of India, New Delhi, for the years 1993-94 and 1994-95.
  - (5) Statement (Hindi and English versions) showing reasons for delay in laying the papers mentioned at (4) above.  
[Placed in Library, See No.- LT-229/96]
  - (6) (i) A copy of the Annual Report (Hindi and English versions) of the Ali Yavar Jung National Institute for the Hearing Handicapped, Bombay, for the year 1994-95, alongwith Audited Accounts.  
(ii) A copy of the Review (Hindi and English versions) by the Government of the working of the Ali Yavar Jung National Institute for the Hearing Handicapped, Bombay, for the year 1994-95.
  - (7) Statement (Hindi and English versions) showing reasons for delay in laying the papers mentioned at (6) above.  
[Placed in Library, See No.- LT-230/96]
  - (8) (i) A copy of the Annual Report (Hindi and English versions) of the National Institute of Rehabilitation, Training and Research, Cuttack, for the year 1994-95, alongwith Audited Accounts.  
(ii) A copy of the Review (Hindi and English versions) by the Government of the working of the National Institute of